

## **Place - The Location of your Business**

Determine where and how their customers will be obtaining their products and services.

1.) Where will you locate your business?

- Identify the address
- Lease or Buy
- What are the terms(Lease or Loan)
- Why did you pick that location (Accessible, Affordability, Target Market, Functionality, Visibility, etc..
- What are the pros and cons of the location chosen.
- Discuss the requirements of the Franchise and explain how your location meets them.

Explain then how besides the location, you are going to be able to connect your offerings with your customers. (Take out, Drive Through, etc...)